El Excentrico

Magazine Social Latino Americano

HUMBERTO GARCIA
Director

Año 16, Numero 3 November 20, 1965 San Jose 10, California



VETERANS DAY 1965 A Tribute to M/S Clifford R. Rodriguez

BONANZA Realty abre nueva Oficina en el este de la Ciudad!

Las Casas de Bonanza se Venden como PAN CALIENTE

BONANZA es la Agencia de BIENES RAIZES preferida por la Colonia de Habla Hispana

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Especial de la Semana Precioso DUPLEX

6 Cuartos - 3 Grandisimas recamaras
2da. Unidad 3 Cuartos - Una recamara
Ambas unidades tienen Estufa, refigerador etc.
Magnifica condicion - cercas de la Iglesia de las Cinco Llagas - 1 cuadra de la calle Santa Clara Muy Centrico
VIVA en Una Unidad - Rente la Otra.

Haga una oferta para el enganche **$26,500**



Parte del atento personal de habla hispana de BONANZA REALTY quienes para dar mejor servicio acaban de abrir sus nuevas oficinas en el este de la ciudad. De izquierda a derecha: Pablo Curiel, Jose Angulo, Timothy Vicencio, Pedro Diaz, Carlos Rodriguez, Jorge Nevarez y Frank E. Archer presidente de BONANZA.

Tel. 259-4080 **2022 ALUM ROCK AVE.** **San Jose, Calif.**

Employment Opportunity

Would you like to learn how to prune fruit trees and secure a job where you could work winter time when work is usually hard to find?

Perhaps you can qualify for a four week training course to be given in San Jose which will begin on November 22nd. Afterwards you probably will be able to begin work immediately, earning a good salary, on one of the orchards in the area.

Sixty people are to be selected by the San Jose Farm Labor Office to attend classes which will be conducted by the San Jose School District. Part of the training will be in a classroom, but most of it will be out in the orchards by experienced teachers.

To qualify for this training you would be interested in working outdoors and should be able to understand some English.

You will receive a training allowance for living expenses and you will be asked to attend classes each day, five days a week, for four weeks.

By the time you have finished your training, which is being paid for by the State of California, you should be thoroughly qualified as a pruner and be able to go to work immediately.

You should contact the Farm Labor Office immediately for information. Telephone 295-6364 or come to 1277 North 15th Street in San Jose.

SI SU NEGOCIO NO LE DA

PARA ANUNCIARLO

VENDALO

PARA VENDERLO

ANUNCIELO !

Humberto Garcia
DIRECTOR

El Excentrico
Revista Social, Fotográfico Latino-Americano

CY 2 - 4273 195 DEVINE ST. SAN JOSE, CALIFORNIA

INTENSIVE RECRUITMENT

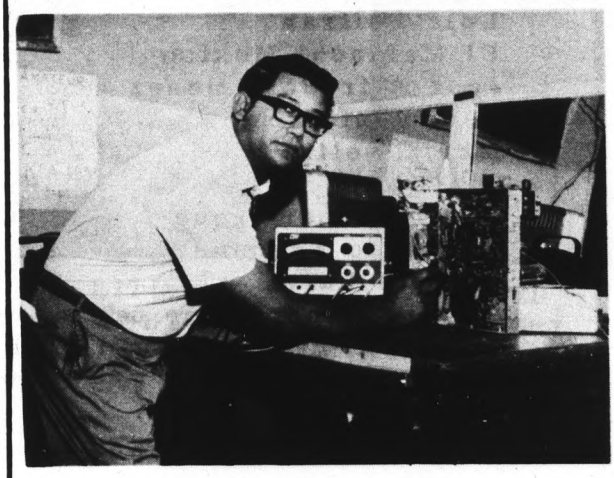
SPROUTS - 1965

Single men needed for the brussells sprouts harvesting in the Watsonville and Santa Cruz area. Buses leave early Monday morning and return the following Saturday. Free transportation from San Jose. Work all week from 8 to 10 hours a day at $1.40 per hour. Room and board for only $2.25 a day. Contact the Farm Labor Office immediately for information. Telephone 295-6364 or come to 1277 North 15th St., San Jose.

Se necesitan hombres para la pizca de coles de bruseles en las areas de Watsonville y Santa Cruz. Los autobuses salen los lunes en la mañana y regresan el Sabado siguiente. Transportacion gratuita de San Jose. Trabaje toda la semana de 8 a 10 horas por dia a razon de $1.40 per hora. Cuarto y comida por solo $2.25 por dia.

Comuniquese inmediatamente con la oficina del "Farm Labor". Telefono 295-6364 o vaya al 1277 al Norte de la Calle 15 en San Jose.

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AX 6-0306



Originally from Lemoore, Calif.
Here in San Jose for 28 years.

In the dance business 28 years
at the RAINBOW BALLROOM
Market and San Antonio Sts.
San Jose, California.

Lives with his wife Loretta
Marie Davilla in San Jose.

Speaks three languages
Spanish, English & Portuguese.

Has two sons and one daughter,
Ray, Frank and Elver

"I have been a sponsor for EL EXCENTRICO for 16 years, beginning with the very first issue. It is the best and most reliable way of getting your message to the Spanish-speaking people of this area. Other publications may come and go, but El Excentrico just goes on and on..."

- FRANK DAVILLA

Miguel Aceves Mejia
Las Hermanas Padilla
Rosita Quintana
Lola Beltran
El Mariachi Mexico
Jose Alfredo Jimenez
Pedro Infante
Maria Felix
Tin-Tan
Libertad Lamarque
Fernando Fernandez
Agustin Lara
Amalia Mendoza are only a few of the entertainers who have made personal appearances at the RAINBOW BALLROOM
Home of the Main Attractions



AS NEAR 292-4273
AS YOUR 292-4273
PHONE 292-4273
292-4273
Humberto Garcia, 292-4273
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EL EXCENTRICO 292-4273
195 Devine St. 292-4273
San Jose, Calif. 292-4273
292-4273



Perez - Talamantez

WEDDING PARTY -- Mr. and Mrs. Manuel Perez were married on September 11, 1965. Members of the group are (left to right) Chavelo Moreno, Joel Reyes, Jose Jimenez, Alfonso Camarillo, Abel Talamantez, Alejandro Diaz, The Groom and Bride, Nellie Diaz, Maria Garza, Lupe Marquez, Alejandra Perez, Graciela Guevara, and Lilia Diaz.

Estela Talamantez is the ring bearer & flower bearer is Angelina Talamantez.

- Leiter Studio Photo -

Carmelo's Catering Service



BODAS Y RECEPCIONES

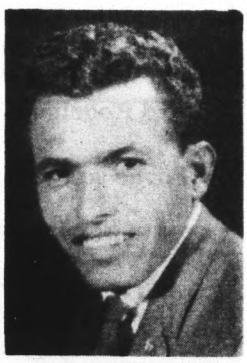
Carmelo Hernandez cocinero de fama internacional le preparara lo que Ud. desee al estilo Mexicano, Español, Italiano, Americano para que su recepcion sea mas lucida.
Puede cosinar para Ud. con sus ingredientes o proporcionar TODO sin que Ud. se moleste.

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LITO SANCHEZ



WILFORD R. IRIZARRY

Ahorre hasta $1000 en un Ford 1965

Nosotros podemos consolidar sus cuentas es decir pagarle sus diferentes creditos y de esta manera Ud. tiene su carro nuevo, ninguna otra cuenta pendiente, solamente un pequeño pago MENSUAL.

Abierto de Lunes a Sabado de 8:30 a 10:00 p.m.
Lito y Wilford le haran un BUEN TRATO.

Carritos Usados desde $95

San Jose Ford Sales

295 - 0151 375 S. MARKET ST.

VETERANS DAY - 1965

A Tribute to M/S Clifford R. Rodriguez

We thought it appropriate this Veterans Day to pay tribute to one of the members of the armed forces of the United States who gave his life for his country.

Master Sergeant Clifford R. Rodriguez was in the United States Army for 14 years and served as a paratrooper in World War II. He was awarded the Distinguished Service Cross and Purple Heart Medal.

In December 1950 he was wounded in Korea and returned to the United States for rest and treatment. After recovery, he was again assigned to duty in Korea, serving with the 187th Airborne Division.

On May 28, 1951 Master Sergeant Clifford R. Rodriguez was killed in action.

American Legion Post 809 in San Jose was named after him.



CLIFFORD R. RODRIGUEZ
.... Killed in Action

Major Joseph M. Sarzoza (right) receives gavel from Past Commander Tom Cortez when he was installed as head of the Clifford Rodriguez Post 809 of the American Legion. Sarzoza served in the United States Air Force for 25 years.



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$10.00 Towards purchase of
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SINCE 1885
"FAMOUS FOR FINE FLOWERS"
Gift and Decoration
POMPEYO GARCIA
FIRM REPRESENTATIVE
292-8311 Corner 2nd & San Fernando

Venta de Ahorro! $25.00

MAYO BRIDALS

La Casa de la Novia Elegante
Esta llevando a efecto esta
GRAN VENTA DE AHORRO !

TRAJES COCKTAIL

De valor hasta $45.00 ahora solamente por
$25.00 hasta donde dure la existencia
Aproveche esta oportunidad para Thanksgiving
Navidad 1 AÑO NUEVO !

Mayo Bridals "La Casa de la Novia Elegante"

Something New!

BRIDAL & FORMAL GOWN
DESIGNING

Originals for the Holidays !

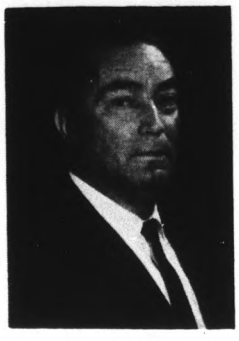
COME IN AND ORDER A CREATION
That can be ready for the coming holidays
Thanksgiving Christmas New Year's
Plenty of Fabrics Plenty of Styles
ORDER EARLY so you won't be disappointed

Ofrecemos los ultimos
ESTILOS en TRAJES para
NOVIA y CORTE !

Henrietta Lorigo. Prop.



Tel. 294 - 4348 85 W. SAN ANTONIO ST.



Daniel Saldaña

El Sr. Presidente Lyndon B. Johnson ha declarado la GUERRA A LA POBREZA.

En agosto de 1964, el congreso paso la legislacion, creando la Oficina de Oportunidad Economica; con la autoridad y respaldo de la Casa Blanca, para dirigir y coordinar los esfuerzos del gobierno y las empresas privadas.

En Octubre de 1964, el Congreso autorizo $800 millones de dolares, para empezar el ataque en contra de la pobreza.

La Comision de Oportunidad Economica del Condado de Santa Clara, Inc. se incorporo el 22 de Diciembre de 1964, como Corporacion no lucrativa, siguiendo a esto una serie de reuniones y platicas por un comite apropiado, nombrado por los Supervisores del Condado de Santa Clara.

En Febrero de 1965 se aprobo un programa de desarrollo y se nombro un Director Ejecutivo. En los dos meses siguientes se empezaron a formular programas, basados en conferencias con los grupos representativos locales, incluyendo personas de los vecindarios pobres.

El 29 de Abril se sometio a la Comision de Oportunidad Economica, un plan para llevar a cabo 9 programas; ocho de ellos fueron aprobados, agregando a ellos el proyecto Head Start.

En los meses siguientes, el Director de Economic Opportunity Commission del Condado; ha empleado personal para el desarrollo del programa. Se han establecido las Oficinas Generales apropiadas, con el mobilario y equipo necesarios y ha continuado trabajando en el nuevo programa, con los grupos y personas de mayor presentacion en la comunidad.

La Comision de Oportunidad Economica tiene sus Oficinas Generales en 40 N. Fourth Street, San Jose. Ademas de las oficinas generales ya establecidas, se abriran 9 Centros de Servicios en diferentes area del Condado, estos han sido propuestos en la forma siguiente:

GILROY, EOC Centro de Servicio, situado en la Calle Martin No. 34.

MORGAN HILL (San Martin, Coyote)

EAST VALLEY (Milpitas, Berryessa, Alum Rock, Evergreen)

CENTRAL SAN JOSE (Entre Calle Primera y Bayshore; Edenvale y Almaden)

SOUTHWEST SAN JOSE (Gardner, Willow Glen, Burbank)

WEST VALLEY (Los Gatos, Saratoga, Campbell, Cupertino, Monte Sereno, Lexington)

SANTA CLARA (Agnew)

SUNNYVALE (Alviso)

NORTH COUNTY (Mountain View, Los Altos, Palo Alto).

Los servicios que la Comision de Oportunidad Economica prestara a las familias con ingresos anuales menores a $4, 000 seran los siguientes:

HEAD START

El programa HEAD START esta relacionado con la enseñanza para niños de cuatro a cinco años de edad, para que al empezar sus estudios a los seis años, esten familiarizados con el idioma Ingles (en casos en que no lo hablen) y sepan como comportarse al empezar su primer año escolar. Se formaran grupos de doce a quince niños que seran atendidos por cuatro personas, debidamente capacitadas, para guiarlos y enseñarles la preparacion que necesitan.

EL PROYECTO PREP

PREP se encargara de llevar a cabo un programa de educacion practica, para adultos y jovenes que esten dedicados a trabajos agricolas o en ocupaciones relativas a los trabajos del campo. Se dara instruccion para que aprendan a hablar, escribir y leer el idioma Ingles, educacion en aspectos higienicos, enseñanza de lo que debe de hacer como consumidor, clases de ciudadania para que conozcan sus deberes y derechos como ciudadanos, orientacion en la forma en que deben manejar su dinero y preparacion en algun oficio. Se formaran grupos de 15 personas y seran atendidos por un profesor y un ayudante.

Maria's
COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante



Better than Ever !

featuring every Wednesday and Thursday
EL MARIACHI SAN MIGUEL
floor SHOW
SWIM GIRLS Every Friday and Saturday
DANCING Friday, Saturday and Sunday
TEDDY RODRIGUEZ & His Combo

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.
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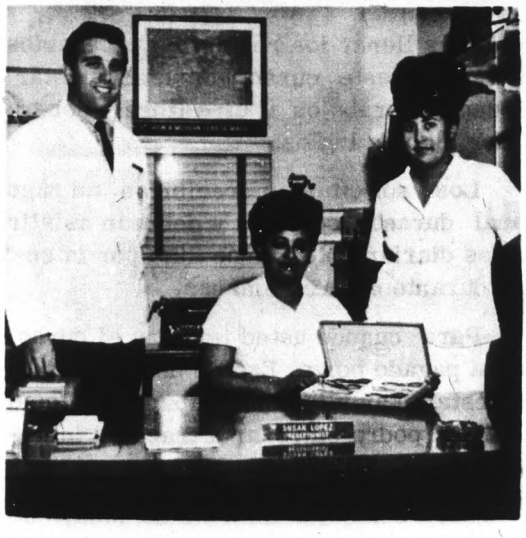


Ofelia Motola

LOVELY OFELIA MOTOLA is Manager of the popular El Rebozo Restaurant in downtown San Jose.

She is originally from Los Mochis, Sinaloa, in the Republic of Mexico and has lived in San Jose for the past 8 years.

This lovely woman is one of the friendliest people that EL EXCENTRICO knows and we recommend both her restaurant's fine cooking and her sunny disposition.



En la foto el Dr. Lawrence Stern y las atentas recepcionistas Annette Obeso y Susana Lopez.

Dr. HAROLD ZLOT
Dr. LAWRENCE STERN
OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS
Se Aceptan Casos de Old Age Pension
ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
Se Localiza en el edificio de Kay's Jewelers.

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SMALL BUSINESS DEVELOPMENT CENTER

El Centro de Desarrollo de pequeños Negocios se dedicara a facilitar capital para establecer pequeños negocios, que den oportunidades de empleo a personas que carecen de el. Tambien se haran prestamos a personas que ya tengan un negocio establecido y que quieran extenderlo o aumentarlo para crear nuevos empleos o incrementar sus ingresos. Los prestamos pueden ser hasta de $25,000 dolares y el plazo para pagarlos hasta de quince años, con un interes de 5-1/2%. En casos en que por alguna Ordenanza Municipal (mejoramiento urbano o extencion de caminos) el negocio tenga que cambiarse de lugar, el interes del prestamo sera del 4%.

Ademas del prestamo, las personas que se establescan en un negocio, consultaran a SCORE, Service Corps of Retired Executives. Cuerpos de Servicio de Ejecutivos Retirados.

Estos pondran su experiencia en los negocios para ayudar a resolver los problemas.

Estos centros estaran localizados en Gilroy, East San Jose, West San Jose, y North County.

Para solicitar un prestamo, puede dirigirse a Small Business Development Center en 40 North 4th Street, San Jose, telefono No. 298-3977. El Director es el Sr. Frederick C. Schofer.

NEIGHBORHOOD YOUTH CORPS

Cuerpos Juveniles de los Vecindarios (NYC). Uno de los principales objectivos de Economic Opportunity Act para combatir la pobreza es la ayuda a la juventud, comprendida entre los 16 y 21 años hombres y mujeres. Se les enseñara algun oficio con el que puedan ganar dinero para allanar sus necesidades y pueda ser utiles, sirviendo a la comunidad.

Se establecera comunicacion con las escuelas para evitar las deserciones de estudiantes por falta de recursos; se procurara que los estudiantes dediquen parte de su tiempo al trabajo que les proporcionara lo necesario para que continuen sus estudios.

La Comision de Oportunidad Economica hace un llamado a todas las organizaciones e individuos, dentro del Condado de Santa Clara, y los invita a que expongan sus ideas para combatir la pobreza.

No olvide, las oficinas de la Comision de Oportunidad Economica estan situadas en el 40 N. 4th Street en San Jose y el numero de telefono es 298-3977.

Para sus invitaciones de Matrimonio
pase a las Oficinas de



Humberto Garcia
DIRECTOR

CY 2-4273 195 DEVINE ST. SAN JOSE, CALIFORNIA

Oportunidad de Empleo

Le gustaria aprender a podar arboles frutales y obtener un trabajo seguro durante el invierno cuando normalmente es mas dificil de encontrar?

Tal vez usted llena los requisitos necesarios para recibir el curso de cuatro semanas que se dara en San Jose y que empezara el dia 22 de Noviembre. Despues de tomar este curso, probablemente usted puede empezar a trabajar con un buen sueldo en alguna de las huertas locales.

Sesenta personas seran seleccionadas por la oficina del "Farm Labor" en San Jose para que asistan a las clases que seran conducidas por el Departamento de Escuelas de San Jose. Parte del entrenamiento sera en un salon de clases, pero la mayor parte se llevara a cabo en las huertas y sera dado por maestros especializados.

Para llenar los requisitos necesarios para recibir este curso, usted debe estar interesado en trabajos al aire libre y debera entender algo de Ingles.

Los solicitantes recibiran un pago semanal durante el curso y deberan asistir a clases diariamente, cinco dias por la semana, durante cuatro semanas.

Para cuando usted termine el curso, que sera pagado por el Estado de California, usted estara ampliamente capacitado como podador y podra empezar a trabajar inmediatamente.

Para cualquier informe comuniquese con la oficina del "Farm Labor" telefonee al 295-6364 o vaya al 1277 Norte de la Calle 15 en San Jose.



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cummerbunds
Suspenders
and Accessories

$8.50

Daily 8 to 6:00 p.m. Mon. Thurs. Friday 'til 9
Sunday by Appointment.

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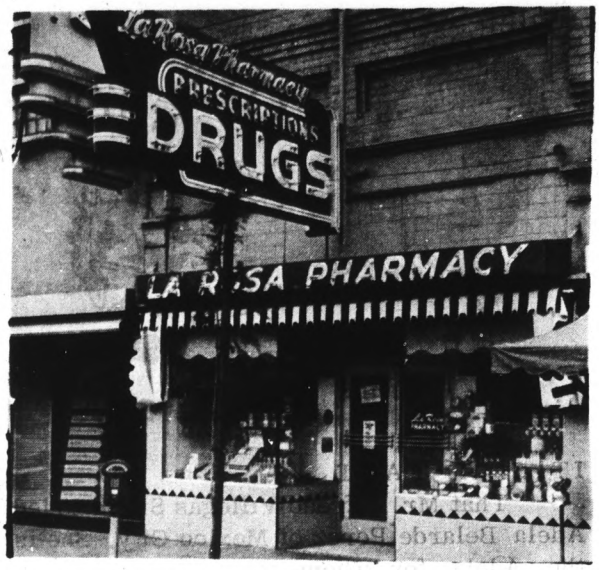
MADAM Zora

ADIVINADORA



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para ayudarle en
todos sus Problemas
SALUD - AMOR
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Galeria Infantil



LISA SALINAS
from San Jose
Parents
Mr. and Mrs. John Salinas



PAUL GEORGE LASSALLE
from San Jose
Parents
Mr. and Mrs. George Lassalle

LEITER STUDIO



TONI MACIAS
7 months old
from San Jose
Parents
Mr. & Mrs. G.I. Macias



VIRGINIA RAMIREZ
from San Jose
Parents
Mr. & Mrs. Flavio Ramirez



CLUB San Felipe

Candy Veliz

IT'S A FACT . . . .

That Mr. Alfredo Villegas Sr. married Adela Belarde Perez of Mexico City. She is the Adela for whom the famous song "LA ADELITA" was written. What is so unique about this is that this couple met in 1913 during the Mexican revolution, separated and by coincidence were brought together again. Thus the marriage!

* * * * * *

THE AMERICAN GI FORUM is having a dance on Saturday, December 11, 1965 at the IES Hall on E. Santa Clara Street. Connie Caudillo & orchestra will play. The time is 7:30 PM to 1 AM. The happy hour is from 7:30 to 8:30. Refreshments will be sold at a very minimum price. It's a WELFARE DANCE, so please try to attend. We thank you.

* * * * * * *

GG Velasco Jr. is going to be presented in an hour long program at the Edgewood High School as "Velasco The Great". GG is a hypnotist, barber, embalmer and an English teacher with a Master's degree. I guess that we can refer to him as a Jack of all professions.

Club San Felipe wishes to express its deepest condolences to the Garcia family in the loss of their loved one, Mr. Jose Garcia. May he rest in peace.

* * * * *

MORAN SF HOOP COACH FOR 1965-66

Jerry Moran was elected Club San Felipe basketball coach for 1965 and Vince Erevia was elected assistant coach. Congratulations and good luck.

The UCC League will continue. The next meeting will be Saturday, November 20 at 10 AM in Room 201 in the City Hall. All coaches be there.

I am looking for the following favorites: The most popular newcomer, the personality of 1965, most successful businessmen or women, most eligible bachelor boy & girl, etc. If you have any suggestions please give them to me and I'll be glad to consider them.

We want to congratulate Miss Gloria Azdar. She went on a diet and it did wonders for her. Gloria, you look great!



This is Lt. Art Cuellar and his beautiful date is Carolina. They were enjoying themselves at Maria's.

Las Cazuelas Restaurant



Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de LA SEMANA
7:30 a.m. a 12:00 p.m. Los Viernes y Sabados de 7:30 a.m. a 3:00 de la madrugada.

El MENU mas Variado y Autenticamente Mexicano en todo el NORTE de CALIFORNIA.

Carmen Gonzalez, Owner

Tel. 297-6370 30 S. SECOND ST.

WELCOME HOME!
DON EDWARDS

Friends of the popular Congressman greet him at a dinner in his honor on November 6, 1965 at Lou's Village in San Jose.

At far right is Gabriel Gallardo, Political Action Commissioner of United Auto Workers Local 560, Milpitas.





FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

Thanksgiving Dance

FREE TURKEY'S FREE TURKEY'S

JUEVES 25 de NOVIEMBRE

ORQUESTA LOS MARCIANOS

Sonora Santanera

Ademas MARIA LUISA LANDIN

DOMINGO 26 de DICIEMBRE

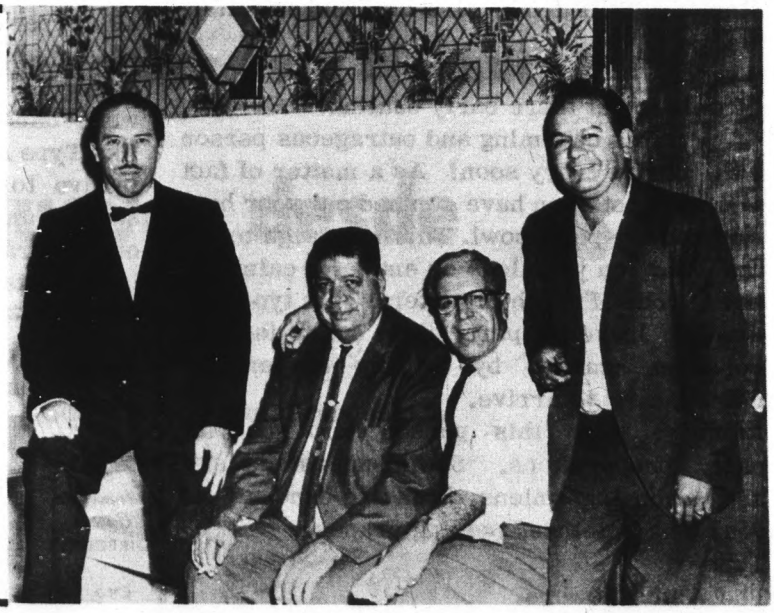
FRIENDS OF
EL EXCENTRICO
gather for a
photo recently:
(Left to right)

Carlos Gomez

Benjamin Ulloa

Frank Davilla

Richard Diaz,
El Fotografo
de las Estrellas





Jovita Martinez



Hi, remember me? I'm the one who gave you all that helpful advice about Christmas gifts and table manners sometime ago. Do you recall being more confused afterward? Want to give it another try? Here we go.

THE RIGHT WAY TO DO IT ALL WRONG · AND THAN YOUR FACE FELL

I would like to focus your attention on PARTIES all kinds of parties, but mainly holiday gatherings like the ones you will be most likely to attend soon. Nearly everyone I know likes parties and so do you. Here are some very evident party types to be on the lookout for:

Type A.

"I refuse to walk in alone, and furthermore I don't know anyone there!"

This type will usually come to a party with a small entourage (there is safety in numbers). Upon arriving this type will usually sit down and remain there frantically clutching coat, purse, cocktail glass etc. Also will not eat, dance, or talk too much, heaven forbid!

Remedy: Stiff drink, also love and affection, Ha!

Type B.

"I want to get there early dahlink!"

This charming and outrageous person will arrive very soon! As a matter of fact you may not even have combed out your hair or fixed the punchbowl. This is enough to set the hair on your legs on end! Be calm and save your French for later. This type will usually leave the party early due to induced bordeom, caused by waiting too long for other guests to arrive.

Remedy: Make this person help you with party preparations. Some suggested tasks are: chopping onions, brushing dandruff off your party clothes, peeling grapes.

Type C.

The Watch Towers.

These guests will sit and watch, watch, watch! They will observe and absorb everything you do, and say, and how much everyone is drinking. They can usually be found in corners. While they are very nice people, I am sure, they are totally inhibited and need to be drawn out of their seats and into the milieu.

Remedy: Hypnotism, a large magnet, lucky rabbit's foot, Zombie.

Type D.

The Name Droppers and Social Climbers.

This type is usually not much of a problem except that they will want to know who you are, who invited you, and what crowd you run around with? And if so, how did you meet them? etc. Also, where do you buy your clothes at?

Remedy: Tell them that no one invited you, you invited yourself? Also you buy your garb at the Flea Market.

What to do if you don't know anyone?

1. Pound your head against the wall! People will think you have a headache and offer you an aspirin.
2. Laugh like Phyllis Diller.
3. Accidently but purposely drop your cocktail glass and apologize lavishly!
4. Prepare to take a bath.

What if some of the guests are personal enemies?

1. Take a Doberman Pinscher.
2. Go up to them and say "Haven't I seen you somewhere before?"
3. Take some horse-blinders so that you cannot seem them from the side.
4. Keep scratching your head.

P. S. I still have some scars from a party that I attended in which I was advised to stuff all my personal belongings into the front part of my dress! The scar on my foot I got by trying to get across the room while people were dancing. So you see it might pay to be like Type A at times.

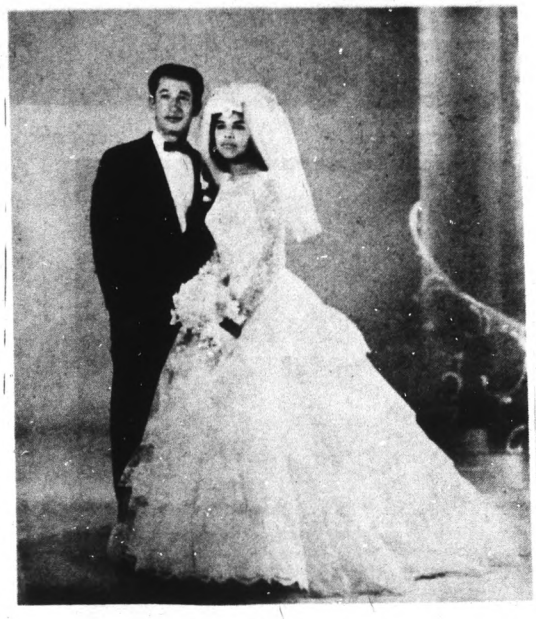
I have to go now (much to your relief) because I am going to a party and I have to put on my orange-sequined dress, with my gold lame boots and my yellow head-band!!!!!

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Miss Olivia Mendoza, daughter of Mr. and Mrs. Florencio Mendoza, became the wife of Mr. Paul Ybarra, son of Mr. and Mrs. Francisco Ybarra on August 14, 1965 at Holy Family Church in San Jose, Calif.

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The average businessman is too engrossed with the problems of the nature of his business to be acutely aware of the VALUE of advertising, although everyone knows or has some vague or small feeling of the merits of advertising, but mostly is aware of the expense and in most cases will blame the stock market, Johnson, bad luck, the weather, the 49ers, or his mother in law for any drop in volume.

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Ybarra - Mendoza



Miss Olivia Mendoza, daughter of Mr. and Mrs. Florencio Mendoza of Mountain View, was married to Mr. Paul Ybarra, son of Mr. and Mrs. Francisco Ybarra of San Jose on August 14, 1965 at Holy Family Church in San Jose.

In the photo, top row, left to right, Steve Ybarra, Ronnie Limas, Emilio Flores, Roberto Perez, Florencio Mendoza and Butch Kries. Bottom row, left to right, Rosie Ybarra, Sina Mendoza, Benita Flores, Vera Ybarra, The Bride and Groom, Frank Ybarra, Irene Villasenor, Rosie Gonzalez, and Annie Ybarra. The ring bearer is Tom De la Cerda and flower bearer is Annie Mendoza.

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The War on Poverty

Why Mexican - American Organizations Are Fighting Back

by bob rodriguez

On November 4, 1965 the local television station KNTV Channel 11 chose sides in the War on Poverty battle between an alliance of Mexican American organizations and the Economic Opportunity Commission of Santa Clara County.

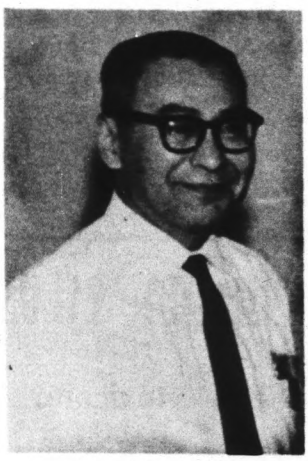
In a stinging editorial delivered by Don McGaffin on the 6 PM and 11 PM news KNTV put its arms around Arthur W. Potts, Executive Director of the local Economic Opportunity Commission and maligned the M-A organizations, and the Mexican American community in general.

The editorial said, in part, "Potts and the EOC Commission has found itself in the delicate position of needing and demanding trained, experienced people on one hand and being unable to find such people who are also Spanish-speaking."..... "Potts has said many times that he' d give his right arm in exchange for job applications from Spanish-speaking people with the necessary training or experience for such work." ..... "It should be clearly understood that politics is involved here. There are people clamoring for jobs who are neither trained nor experienced for such work. A person without talent, training or experience in a top EOC post easily could become a powerful political figure. But on the other hand, he could do enormous harm to EOC programs which are aimed at assisting the poor." ..... "But doling out flashy titles and fat salaries to people who simply do not qualify for them is foolish."

The editorial was concluded by saying that it was doubtful the poor would be getting much help from the War on Poverty Program "while the EOC finds itself involved in something that is, in a large and silly way, a battle for political patronage."

WE SUBMIT THAT KNTV WAS MISINFORMED OR UNINFORMED. They have a right to editorialize, it is their responsibility. They also have a responsibility to check THE OTHER SIDE IF IT IS TO BE RESPONSIBLE REPORTING.

Where they got their information is unknown to us.....but it doesn' t take a Sherlock Holmes to see that it was one-sided..... on the side of the EOC and Arthur W. Potts, the Executive Director.



DR. Y. ARTURO CABRERA

response to the EDITORIAL

Dr. Y. Arturo Cabrera, a Professor at San Jose State College, and a man who has sacrificed much of his time for the progress of the Mexican American has prepared a reply to the editorial for the Mexican American organizations.

Since equal time was DENIED by KNTV we present it here:

THE WAR ON POVERTY IN SANTA CLARA COUNTY: by Dr. Arturo Cabrera

On November 4th an editorial on KNTV passed judgment on eight Mexican American organizations which have criticized the Santa Clara County Economic Opportunity program.

The question was raised forcefully by the Mexican American organizations of San Jose about the intent of the War on Poverty and the direction the Santa Clara County EOC has taken. Asking this question has resulted

(continued next page) .....



LEITER STUDIO PHOTO

Mac Hernandez elected president of professional photographers association

San Josean in Top Spot

Maclovio A. (Mac) Hernandez, Owner of Leiter Studio, 66 West San Antonio St., San Jose, is the newly elected President of the Professional Photographers Association of the Santa Clara Valley.

Mr. Hernandez succeeds Mr. Gene Smith of Palo Alto as head of the organization whose purpose is the betterment and improvement of photography.

Hernandez has been a member of the Association for 7 years and has served two years on the Board of Directors, 1 year as Vice President, before being elected President of the group.

"The Association has been in existence for 15 years in this area," Mr. Hernandez told El Excentrico. "We seek to improve our quality, learn new techniques, with the end result being better service to our customers. Photography is a very technical field and we must always strive to keep abreast of new developments in our profession by continuously attending meetings, going to schools and reading, reading, reading. This field is so broad, there is always something new to learn, some new technique to be mastered," he concluded.

Maclovio Hernandez lives with his wife Edna in San Jose. They have three sons, Gene, Kenneth and Mark and two daughters, Adele and Phyllis.

in allegations from the power structure that these grass-roots organizations are capriciously trying to halt the entire EOC program. It is alleged that these organizations have initiated a "battle for political patronage."

It is too bad that rather than being invited to genuine participation in the development of the EOC program these organizations and others in the county have been excluded.

The insistence that these groups of concerned citizens be kept at a "safe distance" is completely contrary to the purpose of the Economic Opportunity Act of 1964.

It is a matter of record that from the beginning these Mexican American organizations have asked to be included in the War on Poverty. It is a matter of record that the Commission has systematically made difficult any realistic action leading to this involvement. It is a matter of record that no person on the senior staff level of the Santa Clara EOC has "first-hand knowledge of the culture, the language, and the problems of the target people."

It is a matter of record that the major staff positions were filled before a management study was called to decide the question of a deputy director appointment.

This study was started by one firm and COMPLETED BY ANOTHER!

Honest questions were raised over this matter.

The truth is that the Mexican Americans of Santa Clara County as a group have the greatest stake in seeing the development of the right kind of War on Poverty program. It is the sincere wish of these organizations that this program be carried out in a way consistent with the intent of the federal legislation. This calls for maximum community involvement. There should be no manipulation without representation.

It is the American way to protest injustices, to appeal to constituted authority, to seek redress; it is in the American way to sit down as partners and plan together in this War on Poverty.

This, the Mexican American organizations want and are willing to do. These organizations invite the executive director and the Economic Opportunity Commission to join them in the American way of working together.

There can be no manipulation without representation.

WAR ON POVERTY BATTLE HEADS FOR CLIMAX

Thanks to Dr. Y. Arturo Cabrera for the response to the Editorial of KNTV.

On Thursday, NOVEMBER 18, the Economic Opportunity Commission will hold its monthly meeting at the County Welfare Building auditorium.

YOU ARE INVITED TO ATTEND AND SUPPORT THE POSITION OF THE MEXICAN AMERICAN ORGANIZATIONS FOR MORE REPRESENTATION ON THE COMMISSION and high level employment for qualified Mexican Americans.

The battle is reaching a climax. The organizations may resort to peaceful picketing at the next meeting of the Commission. Whatever is necessary will be done until such time as the grievances and demands presented by the organizations are resolved. The organizations have pledged to fight down to the last man.

THE SURGICAL APPROACH TO REVERT THE MEXICAN AMERICAN BACK TO STATUS QUO

The strategy being used against the Mexican American organizations is clearly visible. Malign the Mexican American organizations, question their responsibility, question who they represent, separate them from the Mexican American people, say they are out for politics and are only worried about themselves.....repeat these things over and over till people start believing it. Once the people lose faith in the organizations they are through.....destroyed. Once they are destroyed there will be no organized voice to speak out. If there is no organized voice to speak out the battle is over.

The organizations and the Mexican American people know better.

We have learned the hard way how we have been put down and ignored in the past. Those days have come to an end. We will no longer be spoon fed. We will no longer stay in our proper place as is expected. We will no longer remain quiet. We will no longer be satisfied with double talk and a pat on the back. We will no longer accept the image that has been cast upon us.

(continued next page)



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The local War on Poverty battle is a fight to be fully accepted in a program where we rightfully belong. We must be at the forefront to fight the poverty in which our people find themselves.

We must all FIGHT TOGETHER.

A line has been drawn in this community. What side of the line you stand on will determine the influence the Mexican American will have from here on and what direction the local War on Poverty program will take.

It may be a long, dirty fight. But so was the American revolution when this country was founded.

**NOTE

In listing the signatory organizations in the last issue which are involved in the War on Poverty battle against the EOC we inadvertently left out the name of the International Longshoremen and Warehousemen's Union Local #6, Max Ruiz, International Representative. Our apologies.

●●●●●

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BEATRIZ GONZALEZ
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Beatriz is the daughter of Mr. and Mrs. Lorrie and Rafael Gonzalez. Three years ago, while still single, Lorrie was the Queen of the 16th of September Fiestas Patrias.



EL FOTOGRAFO de las ESTRELLAS ...

Richard Diaz



CELIA CRUZ appeared with La Sonora Santanera Orchestra at the Rainbow Ballroom in San Jose.

Maria Rebecca Beronia became the wife of Mr. Alfredo Sotelo Berlanga in nuptial vows recited at Holy Family Church in San Jose. Father McKee presided at the 12 PM ceremonies.

Maria Rebecca is the daughter of Mr. and Mrs. Louis Beronia of San Jose and Mr. Berlanga is the son of Mr. and Mrs. Alfredo Berlanga, also of San Jose.

A reception at the SES Hall was attended by over 500 friends and relatives of the newlyweds.

After a honeymoon to Disneyland the couple established their residence at 569 Avalani Drive, San Jose.

In the photo, left to right, Marie Ballesteros, Arleta Grundy, Teresa Sanchez, Margie Ibarra, Liz Lozano, Gloria Tangonilo, The Bride and Groom, Leo Lopez, Richard Berlanga, Joe Lopez, Arnold Beronia, Henry Arevelo, and Louie Beronia.

The ring bearer is Victor Bojorquez and the flower bearers are Cynthia & Gilda Bojorquez.





DAN
TELLEZ

SAN JOSE GI FORUM COLOR GUARD CHALKS UP ANOTHER TROPHY!

The San Jose Forum's Color Guard, with one man short, yielded only to the U.S. Army Honor Guard from Fort Ord for first place honors during the downtown Veterans Day Parade. The San Jose Parade brought out other Forumeers such as Dave Sierra, who had the privilege of driving the Chapter's lovely Queen, SUZANNE GUTIERREZ. The preceding car was driven by Fred Vazquez and accompanied by Rudy Valenzuela and myself. After the parade we attended the luncheon at the VFW hall to witness the awarding of trophies.

* * * *

UNIFICATION:

There is a State Mandate that all school districts must be revamped and to unify the present numerous districts so that there may be a more up-to-date system and efficient operation. Well, all seems well and good so long as there is a sensible approach to the problems now existing and providing that we are increasing the efficiency or at least maintain the present level.

The Alviso, Jefferson, and Santa Clara unification will undoubtedly work out real fine, for their area and districts are well within reason.

However, the scheduled unification plan for our East Valley Area is totally unacceptable. First of all in number of districts which will include Milpitas, Airpoint, Berryessa, Alum Rock, Mt. Pleasant, Franklin McKinley, Evergreen, Orchard and Oak Grove.

Second is the size in area covered, which will be approximately 25 miles in length.

How, may I ask you, can we possibly get representation from all the outlying districts at a meeting place that will be up to 25 miles away, when it is sometimes a chore to attend those in the local area?

Also, what about the problems in which some of the districts are now confronted with and in which others have already solved or are not likely to encounter. It seems to me that discouragement will come fast after listening to other district's problems and operation and there being insufficient time allowed for everyone to air their own problems and views.

Therefore it seems that it will be only a matter of time before attendance and productivity will sharply decline. Also it seems to me that there has always been a problem in distribution of school supplies. There has always been a time element involved in requisitioning and delivery with the present set-up, so how could this possibly be overcome with the supply store being centered further away?

Also it is quite obvious that while trying to plan ahead for certain supplies that one may need, and to requisition them ahead of time in order so as to have them when it is needed isn't always going to work out for the best.

Therefore, as I see it the disadvantages will surely outweight the advantages.

We must get together and try to support a much more realistic and acceptable solution. One of which could possibly be to unify no more than three school districts (of their present size) and of reasonable proximity. I would like to urge each and everyone to attend the meetings now being held in your district, to promote a more satisfactory unification program in order that we may be taking a stride forward instead of backward, when the issue comes before the voters in the first part of next year.



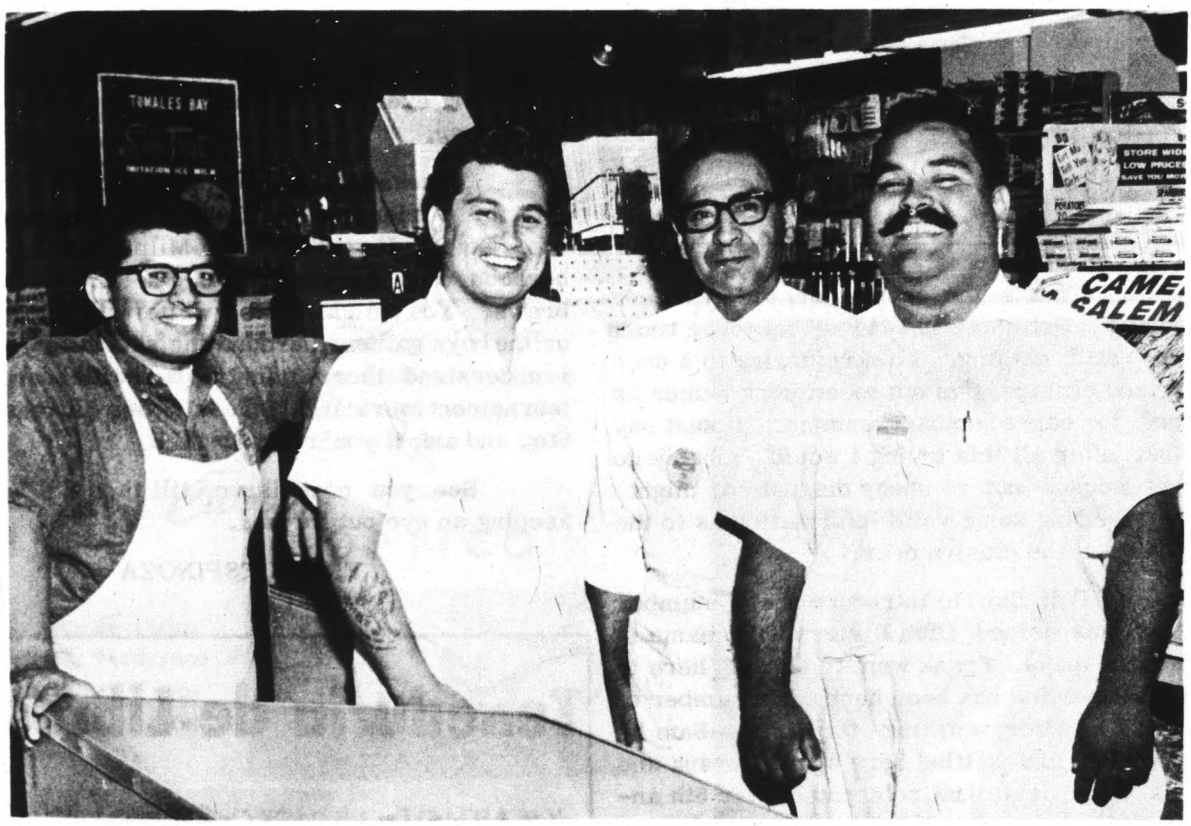
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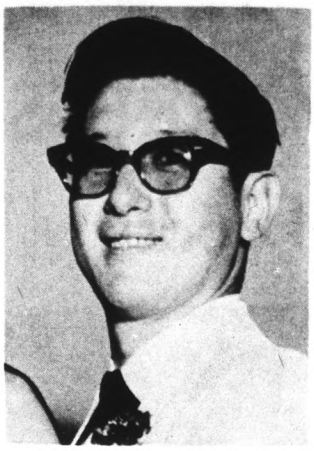
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Frank Espinoza

IF AT FIRST YOU DON' T SUCCEED, TRY, TRY AGAIN

That' s the motto for the avid deer hunter. Not once, not twice, but three times and still nothing. I am referring to a deer friend of mine, I' m not mentioning names as not to cause embarrassment. I must say that after all this trying I would probably go get soused out of sheer disgust, or might try getting some valid information as to the locale of the elusive deer.

I' d like to introduce a new member that has joined Club Riviera. His name is Frank Anaya. Frank went to schools here in San Jose and has been here for a number of years. After working for Uncle Sam he married and settled here again. Frank and his wife Josie just celebrated their 5th anniversary on November 8th. They have 3 children and reside at 81 So. Autumn. I' m sure Frank will go far and will be an asset to Club Riviera.

A belated happy anniversary to the Henry' s. Ron and Chris celebrated the 8 anniversary on November 3rd. They have 2 children in their 8 years of marriage and Riviera wishes them many more, anniversaries, that is.

Also an anniversary was celebrated by the Payers on November 11th. I understand this is the 17th for Hillard and Delores. This couple has five children and reside at 163 Rainier. Happy anniversary Hill and Delores.

On the 26th of October Riviera had a Club Barbeque at the Payers. While everyone was having all they could eat and drink we all had a terrific time. Many thanks are in order to the Payers for the use of their home and the patience of the day.

On November 6th I had a delightful time at a housewarming party at 1049 Glenfinnan Drive. The young couple who reside here are Mr. and Mrs. Jesse Esparza. Jess and Vicky have been married for two years and have one child. Jess works for the GM plant in Fremont and is club secretary for Riviera. The members of the club wishes them the greatest of happiness in their new home.

Club Riviera wishes the happiest of days for everyone on this coming Thanksgiving Day.

I guess that' s it for now. I think I' ll join a few friends at the Cuatro Milpas for a cool beer. If you' re in the Milpitas neighborhood stop here and relax and have a few brews. You might chat a while with Ruben or the boys gathered around the shuffleboard. I understand there might be a shuffleboard tournament there and are looking for players. Stop and ask if you' re interested.

See you next issue, till then I' ll be keeping an eye out for you.

FRANK ESPINOZA

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LEWIS RUIZ, popular singer of boleros and canciones rancheras from Brawley, Calif.

PHOTO by RENO



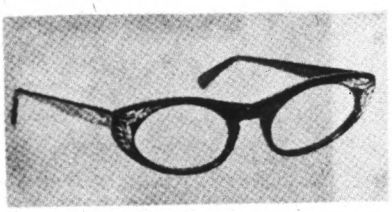
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AT THE SAN FELIPE BALL were (left to right) Greg Gloria, Joel Reyes, Grace Guevara, Velia Duran, Candy Veliz, Mr. and Mrs. Vince Erevia, & Art Sanchez.

Excentrico Photo



Club Zanzaree

MARCE MORA

IT'S PARTY TIME

Zanzaree held its annual Halloween Party. I'd like to thank everyone that attended. Also thanks to Mr. Steve Sandoval this party took place. He was nice enough to loan us his place.

Thanks a million. I am sure Club Zanzaree won't forget this. Thanks also goes to Beckey Sandoval for cleaning and preparing the place, she worked hard, also thanks to Jeanie Lugo and Beccy Castillo. Thanks to the rest of the girls, last but not least to my brother Jesse, and of course to the best bartender Zanzaree has ever had, none other than Leonard Gonzalez, thanks again, Leonard.

* * * * *

DICEN QUE!

Manuel (El Rapido) and Marina are seen frequently together --- hmmmm.

There is a certain boy J--- that digs pretty queen Suzanne Gutierrez the most.

Uncle Sam will soon call none other than Joe Jimenez any day now. What a shame!

The Sunglows are back in town glowing.

Humberto Garcia is having dreams lately, of what? of marching down the aisle, couldn't happen to a nicer guy.

If we had more men like Bob Rodriguez we Mexican Americans would have it made.

Julia and Roberto are the cutest couple in town.

Kiko Morales has his eye on cute Angie M.

Club Zanzaree girls have voted Maria Aguirre from MARIA'S CLUB as one of the most attractive and best dressed women in San Jose.

* * * * * * * * * * * * * * *

AMERICAN GI FORUM OF SAN JOSE Welfare Dance will take place at the IES Hall on December 11. Time - 7:30 PM to 1 AM. Music by Connie Caudillo & orchestra.

There will be a happy hour from 7:30 to 8:30 PM. Refreshments will be served at minimum price. So, let's all get together and join the fun and the crowd.

* * * * * * * * * * * * * * * * * *

Before I sign off I'd like to congratulate my friend Betty Garcia and Gama Guevara on their wedding which took place on Saturday, November 6. They are honeymooning in Texas.

Our best wishes also to their forthcoming wedding to Joel Reyes and Gracie.

In the following picture is pretty Miss Linda Gonzales who is our 65 - 16th of Sept. Queen. Miss Gonzales will wed Mr. Cosme Mojica on November 27th. I would like to wish them happiness in the years to come. And may their problems be small. Miss Gonzales has a beautiful personality. She is well liked by everyone. The best of luck, Linda, from yours truly, the girls from Club Zanzaree and all your friends. Miss Gonzales was born in Guadalajara, Jalisco. He is from Ensenada, Baja California.



For Your Wedding INVITATIONS see:

Humberto Garcia
DIRECTOR

El Excentrico
Magazin Social, Pamphlet Latino-American

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R G M

Gloria is a native of San Antonio, Texas and a graduate of San Jose High School.

Ralph is a native of Flagstaff, Arizona, and also graduated from San Jose High School. He works for the United States Forest Service.

Mrs. Hortencia Sanchez
Mr. and Mrs. Tony Flores
request the honor of your presence at the marriage of their daughter and son

Gloria Sanchez

and

Ralph Muñiz

On Saturday, November 27th at 2:00 in the afternoon at the Holy Family Church.

San Jose, California 1965

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Dave Sierra

UCLA vs. USC FOR PAC-8 TITLE
SHADES OF 1952!

92,000 people will jam the huge Los Angeles Coliseum this Saturday, November 20th to see if the Cinderella Kids from UCLA can whip the mighty Trojans of Southern California in a showdown battle for the Rose Bowl bid, the Pac-8 title, and the California State Collegiate Football Championship.

Don't ask me where UCLA got all those football players. The Bruins haven't made any noises around the coast football scene for the past five years but this year's team came like a house afire and now finds itself with a better than average chance of going all the way to Pasadena.

USC will be favored and should be. The Trojans were whipped only by Notre Dame. They boast a legitimate all American in halfback Mike Garrett and the usual tough USC forward wall.

The Trojans were tied by Minnesota and beat Stanford 14-0 and California 35-0.

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UCLA was defeated by Michigan State 13-3 in their first game of the season, tied 14-14 by Missouri and defeated California 56-3 and Stanford 30-13.

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Back in 1952 we remember seeing our first collegiate football game in Los Angeles between these same schools. USC and UCLA were ranked No. 1 and No. 2 in the nation, both were undefeated and untied, both had excellent offensive and defensive elevens and played a spectacular game in which the score went from 3-0 to 3-2. We remember it was 14-12 at the final gun with the USC Trojans moving into the Rose Bowl to whip Wisconsin.

All the way, UCLA!

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SAN JOSE GI FORUM
WELFARE DANCE

Saturday, December 11th

IES HALL - SAN JOSE

Music by Connie Caudillo

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Here, for the benefit of those who could not attend the Veterans Day Parade in downtown San Jose on Thursday, November 11th, is lovely San Jose GI Forum Queen SUZANNE GUTIERREZ.

This photo was taken moments after she placed 2nd in the American GI Forum State Queen Contest at Palo Alto last summer. The winner at that contest, Miss De La Rosa of San Bernardino, went to Kansas City and won the National Title in August, so SUZANNE hasn't won every beauty title in sight.

The lovely San Jose City College education major seemed pleased to be just behind the San Jose City College marching band in the line of march.

She has been a wonderful sport and a beautiful queen for the past 7 months and all Forumeers will be sorry to see the end of her reign in April.

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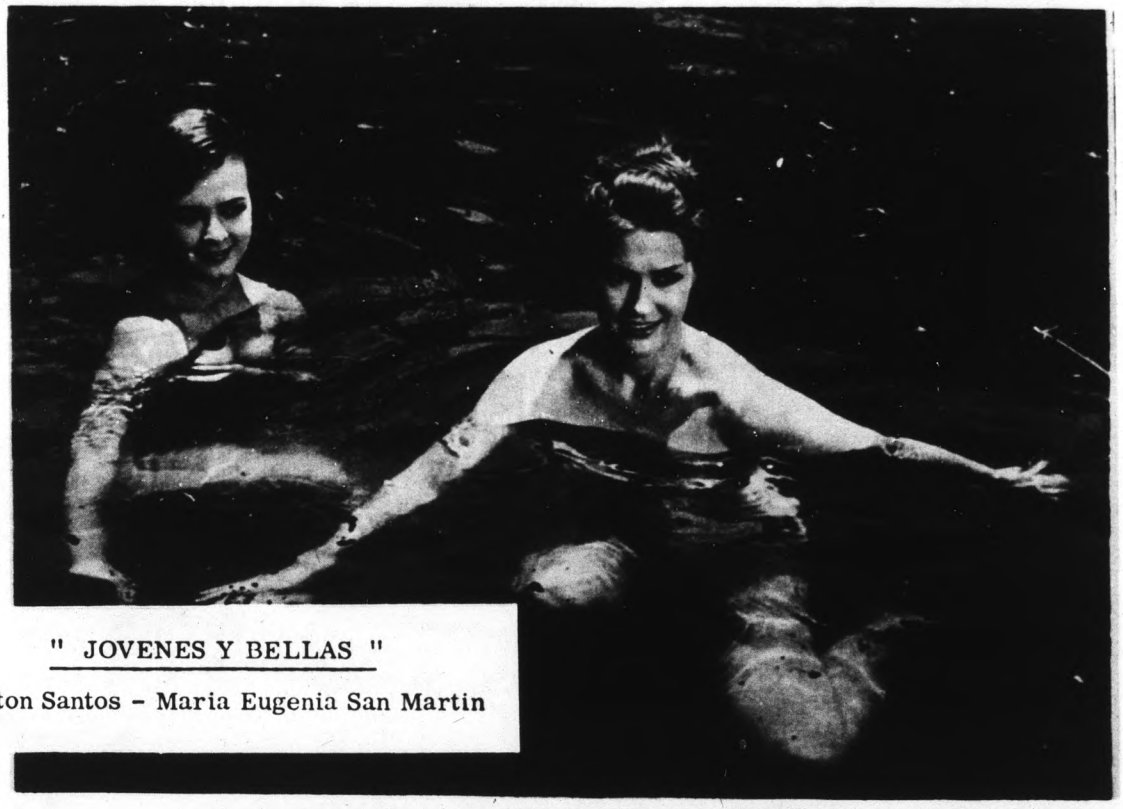
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